



Learn Trade Tools and Tactics at Educational Seminar

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MADISON – New export opportunities continue to open around the world and attending an Export Education Seminar can help your business enter the international marketplace now. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages food and agricultural companies to participate in the seminar, “Trade Tools and Tactics.”

This seminar will be held on Wednesday, November 9, 2011 from 8:00 a.m. – 4:15 p.m. at the Radisson Paper Valley, 333 W College Avenue, Appleton. Speakers include representatives from the United States Department of Agriculture (USDA) Animal Plant Health Inspection Service (APHIS), Food Safety Inspection Service (FSIS), and Agricultural Marketing Service (AMS). Valuable networking time will be available to interact with speakers and other attendees.

“This seminar offers an opportunity to learn about a range of topics from finance to logistics,” said Jen Pino-Gallagher, a DATCP Economic Development Consultant. “By developing an in-depth understanding of the export process and compliance requirements, your company will save time and money.”

Topics for the seminar include:

- Executing Export Transactions Utilizing Free Trade Agreements.
- Fundamentals of U.S. Government Export Compliance.
- Food Export Association of the Midwest Programs and Services.
- Tips on Exporting your Animals-Origin Products.
- Exploring the Export Transaction: From Connection to Collection.
- Reducing Export Risk by Utilizing Letters of Credit and Cargo Insurance.

Wisconsin is known around the world for the quality, consistency and safety of its food and agricultural products. Wisconsin agricultural exports hit a record high in 2010 with a total value of \$2.4 billion, a 36-percent growth over 2009.

“Wisconsin companies exporting agricultural products will have a lot to gain once the free trade agreements are ratified with Colombia, Panama and Korea,” said Pino-Gallagher. “For many products, it will mean immediate duty-free entry. This seminar comes at a perfect time to help exporters learn how to make the trade agreements work to their advantage.”

The cost to attend is \$50 per person. This seminar is sponsored by the Food Export Association of the Midwest, a private nonprofit association that offers services to help U.S. food and agricultural companies promote their products in foreign markets and administer many services through USDA Market Access Program (MAP) funding.

Space is limited. The registration deadline is October 28, 2011. To register, visit foodexport.org, under *Programs & Activities, Seminars & Webinars*. For more information, contact DATCP’s Jen Pino-Gallagher at 608-224-5125 or jen.pinogallagher@wisconsin.gov.

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